



PTO/SB/21 (02-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

|                        |                      |
|------------------------|----------------------|
| Application Number     | 10/767,242           |
| Filing Date            | January 29, 2004     |
| First Named Inventor   | Margloff, William A. |
| Art Unit               | Not yet assigned     |
| Examiner Name          | Not yet assigned     |
| Attorney Docket Number | E03.003/U            |

**ENCLOSURES (Check all that apply)**

|  |   |  |
|--|---|--|
| <input type="checkbox"/> Fee Transmittal Form                                | <input type="checkbox"/> Drawing(s)                                       | <input type="checkbox"/> After Allowance communication to Group                            |
| <input type="checkbox"/> Fee Attached  | <input type="checkbox"/> Licensing-related Papers                         | <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences        |
| <input type="checkbox"/> Amendment/Reply                                     | <input type="checkbox"/> Petition   | <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) |
| <input type="checkbox"/> After Final   | <input type="checkbox"/> Petition to Convert to a Provisional Application | <input type="checkbox"/> Proprietary Information   |
| <input type="checkbox"/> Affidavits/declarations(s)                          | <input type="checkbox"/> Power of Attorney, Revocation                    | <input type="checkbox"/> Status Letter   |
| <input type="checkbox"/> Extension of Time Request                           | <input type="checkbox"/> Change of Correspondence Address                 | <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):            |
| <input type="checkbox"/> Express Abandonment Request                         | <input type="checkbox"/> Terminal Disclaimer                              | Form 1449/PTO, 4 non-patent literature references and acknowledgement Postcard             |
| <input checked="" type="checkbox"/> Information Disclosure Statement         | <input type="checkbox"/> Request for Refund                               |  |
| <input type="checkbox"/> Certified Copy of Priority Document(s)              | <input type="checkbox"/> CD, Number of CD(s)                              |  |
| <input type="checkbox"/> Response to Missing Parts/Incomplete Application    | Remarks   |  |
| <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 |   |  |

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

|                         |                        |
|-------------------------|------------------------|
| Firm or Individual name | Patrick J. Buckley     |
| Signature               | <i>Patrick Buckley</i> |
| Date                    | March 11, 2004         |

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

|                       |                     |      |                |
|-----------------------|---------------------|------|----------------|
| Typed or printed name | Edith Martin        |      |                |
| Signature             | <i>Edith Martin</i> | Date | March 11, 2004 |

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.V./

Patent



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: MARGIOFF et al.

Application No.: 10/767,242

Filing Date: January 29, 2004

For: SYSTEMS AND METHODS FOR  
SELECTING ADVERTISEMENTS  
TO BE PROVIDED TO USERS VIA  
A COMMUNICATION NETWORK

)  
) Group Art Unit: Not yet assigned

)  
) Examiner: Not yet assigned

)  
) **INFORMATION DISCLOSURE  
STATEMENT**

)  
) Attorney Docket No.: E03.003/U

)  
) Buckley, Maschoff & Talwalkar LLC  
) Five Elm Street  
) New Canaan, CT 06840  
) (203) 972-0006  
)

---

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

Applicants submit herewith patents, publications or other information of which they are aware that they believe may be material to the examination of this application, and in respect of which, there may be a duty to disclose.

The filing of this information disclosure statement shall not be construed as a representation that a thorough search has been made, an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists. Nor shall the filing of this information disclosure statement be construed as an admission against interest in any manner.

This Information Disclosure Statement is filed in accordance with 37 CFR §§1.56, 1.97 and 1.98. The items listed on the accompanying Form PTO-1449 may be deemed to be pertinent to the above-identified application and are made of record to assist the Patent and Trademark Office in its

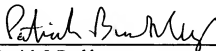
examination of this application. The Examiner is respectfully requested to fully consider the items listed on the enclosed copy of Form PTO-1449 and to independently ascertain their teaching.

No fee is believed to be due under 37 CFR §1.17(p) for this Information Disclosure Statement since it is being filed within 3 months of filing national application.

Respectfully submitted,

March 11, 2004

Date



---

Patrick J. Buckley  
Registration No. 40,928  
Buckley, Maschoff & Talwalkar LLC  
Five Elm Street  
New Canaan, CT 06840  
(203) 972-0191



|   |   |    |                          |                        |           |
|---|---|----|--------------------------|------------------------|-----------|
| Substitute for form 1449A/PTO   |   |    | <b>Complete if Known</b> |                        |           |
| <b>INFORMATION DISCLOSURE<br/>STATEMENT BY APPLICANT</b><br><br>(use as many sheets as necessary) |   |    | Application Number       | 10/767,242             |           |
|   |   |    | Filing Date              | January 29, 2004       |           |
|   |   |    | First Named Inventor     | MARGILOFF, William A.  |           |
|   |   |    | Group Art Unit           | Not yet assigned       |           |
|   |   |    | Examiner Name            | Not yet assigned       |           |
| Sheet   | 2 | of | 2                        | Attorney Docket Number | E03.003/U |

| OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS |                       |  |  |                |
|---|-----------------------|--|--|----------------|
| Examiner Initials*                                | Cite No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.  |  | T <sup>2</sup> |
|   | 1                     | Sherman, Chris, "Dogpile's Toolbar Fetches More than Search Engine Results", June 25, 2003, SearchEngineWatch.com. Retrieved from Internet: URL: < <a href="http://searchenginewatch.com/searchday/article.php/2226141">http://searchenginewatch.com/searchday/article.php/2226141</a> >, 5pgs.                                    |  |                |
|   | 2                     | Edelman, Benjamin, "Documentation of Gator Advertisements and Targeting", Berkman Center for Internet & Society, Harvard Law School, last updated June 7, 2003. Retrieved from Internet: URL: < <a href="http://cyber.law.harvard.edu/people/edelman/ads/gator">http://cyber.law.harvard.edu/people/edelman/ads/gator</a> >, 5pgs. |  |                |
|   | 3                     | Google™ AdWords – It's All About Results™. Retrieved from Internet: URL: < <a href="https://adwords.google.com/select/pricing.html">https://adwords.google.com/select/pricing.html</a> >, ©2004 Google, 5pgs.  |  |                |
|   | 4                     | Löffler, Alexander, "'BonziBUDDY' as an example of an intelligent software agent", University Of Applied Sciences, Zweibrücken, pp 1-4.  |  |                |
|   |                       |  |  |                |
|   |                       |  |  |                |
|   |                       |  |  |                |
|   |                       |  |  |                |

|                    |                     |                 |            |
|--------------------|---------------------|-----------------|------------|
| Examiner Signature | /Maria Vanderhorst/ | Date Considered | 03/17/2008 |
|--------------------|---------------------|-----------------|------------|

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.  
<sup>1</sup>Unique citation designation number. <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.